

Exhibit 1

RESUME

GREGORY T. GUNDLACH, PH.D., J.D.

Coggin Distinguished Professor
Coggin College of Business
University of North Florida
Jacksonville, FL 32224-2675
Ggundlac@unf.edu
(904) 620-1341 (Office)
(904) 620-2782 (Fax)

Senior Research Fellow
American Antitrust Institute
2919 Ellicott Street, NW
Washington, DC 20008

Gundlach & Associates
3764 Ponte Vedra Blvd.
Jacksonville Beach, FL
(904) 891-9111 (Cell)

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BIOGRAPHY

Gregory T. Gundlach. A faculty member of the Coggin College of Business, Gregory T. Gundlach is the Coggin Distinguished Professor of Marketing in the Department of Marketing and Logistics at the University of North Florida. He also serves as a Director and Senior Fellow at the American Antitrust Institute, an independent nonprofit Washington D.C. based education, research and advocacy organization focusing on the effects of business practices on competition and their implications for public policy. Before coming to the University of North Florida, Professor Gundlach was the John Berry, Sr. Professor of Business at the University of Notre Dame where he was a faculty member since 1987. Professor Gundlach received his Bachelor of Science degree in 1979, his Master of Business Administration in 1981, his Doctor of Jurisprudence (law) in 1985, and his Doctor of Philosophy in Marketing in 1987. All four degrees are from the University of Tennessee, Knoxville.

Professor Gundlach's research interests are interdisciplinary and focus on the intersection of marketing and public policy. His research investigates both vertical (e.g., supply chain/distribution/retailing/consumer) and horizontal (e.g., competition/cooperation) business

relationships and marketing practices with particular emphasis on how such associations are managed and governed, their performance, and the nature of business and public policy implications that may result. His research has appeared in numerous academic publications including the *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*, *Journal of the Academy of Marketing Science*, *Journal of Supply Chain Management*, *Journal of Public Policy & Marketing*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Business Logistics*, *Journal of Business Venturing*, *Antitrust Bulletin*, *European Competition Law & Practice*, *New York University Law Review* and the *University of Pittsburgh Law Review*, among others. Professor Gundlach was recognized in 2018 as the “most prolific contributor” to the *Journal of Public Policy & Marketing* over the past 35 years based on published articles.¹ The *Journal of Public Policy & Marketing* is considered the leading public policy journal in business. Professor Gundlach has also been recognized as among the *Top 50 Scholars in Marketing* based on average annual citations in the “top three” journals.²

Professor Gundlach’s published books and research monographs examine the interplay between marketing and society. His new research monograph (with researcher Alex Loff and PhD candidate Riley T. Krotz) *Competitive Exclusion in Category Captain Arrangements* (2019) examines the antitrust analysis of competitive exclusion that can arise where leading suppliers (i.e., category captains) become involved in the category management decisions of retailers and the types of safeguards managers may rely upon to address these concerns. His recent research monograph (with PhD candidate Riley T. Krotz) *Resale Price Maintenance After Leegin: The Curious Case of Contact Lenses* (2016) addresses antitrust questions surrounding the use of resale price maintenance by members of the contact lens industry following the Supreme Court’s decision in *Leegin Creative Leather Products v. PSKS*. His book (with William Wilkie and Lauren Block and other members of the field) *Explorations of Marketing in Society* (2007) provides original content and readings for those who wish to explore marketing in society including its contributions to public policy. His book with Paul Bloom, the *Handbook of Marketing and Society* (2001) addresses the impact of marketing practices on society including public policy.

Among his scholarly activities involving marketing and public policy, Professor Gundlach is working with other scholars to examine the role of business and marketing theory and research for enhancing public policy involving competition. Since 2002 and in his capacity as Senior

¹ Deutsch, Ashley, Scot Burton and Craig Andrews (2018), “Thirty-five Years of Contributions to the Journal of Public Policy & Marketing: An Analysis of Research Topics, Citation Analyses, and Authors’ and Institutions’ Contributions to JPP&M,” *Marketing and Public Policy Conference*, American Marketing Association (cited as the most prolific author in JPP&M 1982-2016). Sprott, David E., and Anthony D. Miyazaki (2002), “Two Decades of Contributions to Marketing and Public Policy: An Analysis of Research Published in *Journal of Public Policy & Marketing*,” *Journal of Public Policy & Marketing*, 21 (1), 105-125 (cited as one of the most prolific contributors over the past 20 years)

² Helm, Amanda E., David Hunt and Mark B. Houston (2003), “Citation Frequency of Research Published in the Top Three Marketing Journals: Ranking of The Impact of Articles, Scholars and Institutions,” American Marketing Association, Chicago, IL.

Fellow with the *American Antitrust Institute* (AAI) Professor Gundlach has co-chaired AAI's annual international interdisciplinary symposium and roundtable on the implications of business and marketing theory and practices for competition policy and antitrust. Overviews and select articles from each of the events have appeared in special issues of the *Antitrust Bulletin* and select publications including the *Journal of Public Policy & Marketing*. Together these articles include nearly 3000 pages of contribution to antitrust thought and practice.

- 2002: Marketing Competitive Conduct & Antitrust Policy
- 2003: Antitrust and Category Captains
- 2004: Combining Horizontal and Vertical Analysis in Antitrust
- 2005: Complexity, Networks & the Modernization of Antitrust
- 2006: The Future of Aftermarkets in Systems Competition
- 2007: Buyer Power and Antitrust
- 2008: RPM and Antitrust
- 2009: Systems Competition and Antitrust
- 2010: Prediction and Antitrust
- 2011: Strategic Pricing and Challenges for Antitrust Enforcement
- 2012: Multi-channel Distribution and Antitrust
- 2013: Antitrust as an Interdisciplinary Field
- 2014: Inefficiency of Efficiency in Antitrust
- 2015: Entrepreneurship and Antitrust
- 2016: Non-price Effects of Mergers
- 2017: Antitrust Remedies: A Multidisciplinary Approach

Professor Gundlach has served as Vice President of Marketing for the American Marketing Association's Academic Council. He also is past Associate (Developmental) Editor for the *Journal of Public Policy & Marketing* where he oversaw a 600% increase over the prior 20 years in the number of articles published on competition policy and antitrust. He is a member of the Advisory Board for the *Antitrust Bulletin* and currently, or has been, a member of the Editorial Review Boards of the *Journal of Marketing*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Macromarketing*, *Journal of Consumer Affairs*, and the *Antitrust Bulletin*.

Professor Gundlach has provided counsel and other expertise on marketing and public policy related issues to a variety of governmental agencies, trade associations and companies. Clients and institutions he has provided counsel or other expertise to include Starbucks, AT&T, Miller Brewing, Brown & Williamson, Conwood Inc., Dazbog Coffee, NAACP, Lorillard, RJ Reynolds, Caliber Learning Systems, Kinko's, Hills Pet Products, ProFoot, Inc., A&P, the California Department of Justice, Federal Trade Commission, the Bureau of Alcohol, Tobacco and Firearms, the U.S. Senate, the U.S. General Accounting Office, U.S. Department of Agriculture, California State Senate, the cities of Boston, Los Angeles, San Francisco and New York, among others. As part of this work, Professor Gundlach has formally testified before the U.S. Senate Small Business Committee, the Federal Trade Commission, and the California State Senate on the nature and effects of marketing practices.

As a basis for informing his scholarship, consultative engagements by Professor Gundlach focus on novel public policy questions involving marketing. In this respect, Professor Gundlach has provided counsel and forensic research and testimony in disputes involving companies such as Starbucks, Kraft, AT&T, Wal-Mart, Blockbuster, Netflix, United States Tobacco, Dr. Scholls, A&P and members of the firearms industry and others. Two of these cases have been heard by the Supreme Court. This includes *Leegin Creative Leather Products v. PSKS*, a case that involved the analysis of vertical price fixing arrangements between suppliers and retailers. Decided by the Supreme Court in 2007, the case has been identified as one of the most important and potentially impactful marketing-related cases before the Court in over a decade. Professor Gundlach also provided counsel and forensic research and testimony for Conwood Co. in their suit against rival United States Tobacco Co. (*U.S. Tobacco v. Conwood*). Ultimately decided by the Supreme Court, the case resulted in a \$1.05 billion jury award – reportedly at that date the largest antitrust jury verdict in U.S. history. The case involved novel questions surrounding the use of slotting allowances and fees and category management, two areas of research by Professor Gundlach. In his consultative role, Professor Gundlach has also, and continues, to work to assist advocacy organizations in their efforts to increase firearm safety and curb the diversion and unlawful trafficking of firearms through the study of legal and illegal channels of distribution and competition in the sale of firearms. In this role, Professor Gundlach provided forensic research and counsel in the first lawsuit to find that the marketing and distribution practices of handgun manufacturers and distributors created a nuisance and thereby harmed the public (*NAACP v. AcuSport et al*).

PROFESSIONAL OBJECTIVES

To conduct impactful research and engage in dedicated instruction at a university possessing a strong commitment to scholarly achievement. To serve as an academic resource to leaders in business and public policy. To provide conscientious service to the disciplines of marketing and law.

Primary research interests: Managerial and public policy issues in interorganizational exchange and competition, marketing channel and distribution management, vertical trade practices, and retail management and practices.

Primary teaching interests: Strategic marketing management. Relationship marketing. Principles of marketing. Public policy and marketing

EDUCATION

Ph.D.	University of Tennessee, College of Business Administration, Knoxville, Tennessee, 1987 Major: Marketing Minor: Public Policy (Law)
J.D.	University of Tennessee, College of Law, Knoxville, Tennessee, 1985
M.B.A.	University of Tennessee, College of Business Administration, Knoxville, Tennessee, 1981 Concentration: Marketing
B.S.	University of Tennessee, College of Business Administration, Knoxville, Tennessee, 1979 Major: General Business

POSITIONS

2007-present	<u>Coggin Distinguished Professor of Marketing</u> , Coggin School of Business, University of North Florida, Jacksonville, FL
2003-present	<u>Professor of Marketing</u> , Coggin School of Business, University of North Florida, Jacksonville, FL

2012-present	<u>Director</u> , American Antitrust Institute, Washington, D.C.
2001-present	<u>Senior Research Fellow</u> , American Antitrust Institute, Washington, D.C.
2006-2007	<u>Chairperson (Interim)</u> Department of Marketing & Logistics, Coggin School of Business, University of North Florida, Jacksonville, FL
2003-2006	<u>Visiting Eminent Scholar of Wholesaling</u> , Coggin School of Business, University of North Florida, Jacksonville, FL
2001-2004	<u>John W. Berry, Sr.</u> , Professor of Business, Department of Marketing, Mendoza College of Business, University of Notre Dame, Notre Dame, Indiana
2000-2001	<u>Professor</u> , Department of Marketing, University of Notre Dame, Notre Dame, Indiana
1994-2000	<u>Associate Professor</u> , Department of Marketing, University of Notre Dame, Notre Dame, Indiana
1997	<u>Visiting Professor</u> , Notre Dame Australia International Program, University of Notre Dame Australia, Fremantle, Western Australia
1988-1994	<u>Assistant Professor</u> , Department of Marketing, University of Notre Dame, Notre Dame, Indiana
1987 - 1988	<u>Instructor</u> , Department of Marketing, University of Notre Dame, Notre Dame, Indiana.
1981-1987	<u>Teaching Assistant</u> , Department of Marketing, University of Tennessee, Knoxville.
1985	<u>Researcher</u> , Stouffer and Caudwell P.C., Knoxville, TN
1984	<u>Researcher</u> , Federal Trade Commission, Office of Policy Planning, Washington, D.C.
1984	<u>Researcher</u> , Henkel, Hackett, Edge and Fleming P.C., Atlanta, GA.
1983	<u>Research Assistant</u> , Department of Marketing, University of Tennessee, Professor David J. Barnaby.

1981	<u>Research Assistant</u> , Department of Management, University of Tennessee, Professor John Thiel.
1980-1981	<u>Marketing Intern</u> , Levi Strauss and Co., San Francisco, California.
1979-1980	<u>Researcher</u> , Technical Assistance Center, U.S. Government, Knoxville, Tennessee.

RESEARCH

Books, Edited Volumes, Special Sections and Proceedings

Gregory T. Gundlach, Alex Loff, and Riley T. Krotz (2019), “Competitive Exclusion in Category Captain Arrangements,” (research monograph).

Gregory T. Gundlach and Diana M. Moss (2018), “Non-Price Effects of Mergers,” Special Issue of the *Antitrust Bulletin*, 62 (2).

Gregory T. Gundlach and Diana M. Moss (2016), “Entrepreneurship and Antitrust” Special Issue of the *Antitrust Bulletin*, 61 (4).

Gregory T. Gundlach and Riley T. Krotz (2016), *Resale Price Maintenance After Leegin: The Curious Case of Contact Lens*,” (research monograph).

Gregory T. Gundlach and Diana M. Moss (2015), “The Role of Efficiencies in Antitrust Law: Introduction and Overview,” Special Issue (2-part) of the *Antitrust Bulletin*, 60 (2).

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Gregory T. Gundlach, Diana Moss & Albert Foer (2014), “Antitrust as a Multidisciplinary Field,” Special Issue of the *Antitrust Bulletin*, 59 (4).

Gregory T. Gundlach and Albert Foer (2013), “Antitrust Challenges of Multichannel Distribution and Shopper Marketing,” Special Issue of the *Antitrust Bulletin*, 58 (1).

Moss, Diana, Gregory T. Gundlach and Albert Foer (2011), “Systems Competition and Challenges to Antitrust Thinking,” Special Issue of the *Antitrust Bulletin*, 56 (1).

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Gundlach, Gregory T. (2010), "Antitrust Analysis of Resale Price Maintenance After *Leegin (part I)*," Special Issue of the Antitrust Bulletin, 55 (1).

Mentzer, John and Gregory T. Gundlach (2010), "Exploring the Relationship Between Marketing and Supply Chain Management," Special Issue of the Journal of the Academy of Marketing Science, 38 (1).

Gundlach, Gregory T. and Albert Foer (2008), "American Antitrust Institute's Symposium on Buyer Power," Special Issue of the Antitrust Bulletin, 53 (2).

Gundlach, Gregory T. (2007), "The American Marketing Association's New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society," Special Section of the Journal of Public Policy & Marketing, 26 (3).

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Gundlach, Gregory T. and Albert Foer (2006) "Complexity, Networks and the Modernization of Antitrust: The American Antitrust Institute's Invitational Roundtable," Special Issue of the Antitrust Bulletin, 51 (1), Spring.

Gundlach, Gregory T. and Albert Foer (2004), "Combining Horizontal and Vertical Analysis in Antitrust: The American Antitrust Institute's Roundtable on the Implications of the Work of Robert L. Steiner," Special Issue of the Antitrust Bulletin, XLIX (4), Winter.

Gundlach, Gregory T. (2002), Bringing Marketing Insight to Bear on Antitrust Policy and Competitive Conduct, Special Section of the Journal of Public Policy & Marketing, 21 (2), Chicago, IL: AMA

Bloom, Paul N. and Gregory T. Gundlach (2001), Handbook of Marketing and Society, Los Angeles, CA: SAGE.

Gundlach, Gregory T. (2001), Competition Policy and Antitrust, Special Issue of the Journal of Public Policy & Marketing, 20 (1), Chicago, IL: AMA.

Gregory T. Gundlach and Patrick E. Murphy (2000), Significant Marketing Contributions, AMA Summer Educators' Conference Proceedings, Chicago, IL: AMA.

Gregory T. Gundlach, William L. Wilkie, and Patrick E. Murphy, (1999), Marketing and Public Policy Conference Proceedings, Chicago, IL: AMA.

Publications in Journals

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Desrochers, Debra, Gregory T. Gundlach and Albert Foer (2003), “Analysis of Antitrust Challenges to Category Captain Arrangements,” Journal of Public Policy and Marketing, 22(2), 201-215.

Gundlach, Gregory T. and Joan M. Phillips (2003), “What do Business Schools Teach about Antitrust?: Contributions and Challenges of Marketing to Antitrust”, New York University Law Review, 47(1), 51-66.

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Gundlach, Gregory T. (2002), “Research Workshop and Conference on Marketing, Competitive Conduct, and Antitrust Policy,” Journal of Public Policy & Marketing, 21(2), 224-226.

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Gundlach, Gregory T., Joan M. Phillips and Debra M. Desrochers (2002), “Antitrust and Marketing: A Primer and Call to Research,” Journal of Public Policy & Marketing, 21(2), 232-236.

Gundlach, Gregory T. (2001), “Competition Policy and Antitrust Law: Introduction to the Special Issue,” Journal of Public Policy & Marketing, 20 (1), 1-2.

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Bloom, Paul N., Gregory T. Gundlach, and Joseph P. Cannon (2000), "Slotting Allowances and Fees: Schools of Thought and the Views of Practicing Managers," Journal of Marketing, 64(2), 92-108.

Cannon, Joseph E., Gregory T. Gundlach, and Ravi S. Achrol (2000), "Contracts, Norms and Plural Form Governance," with Ravi S. Achrol, Journal of the Academy of Marketing Science, 28 (2), 180-194.

Dant, P. Rajiv and Gregory T. Gundlach (1999), "The Challenge of Autonomy and Dependence in Franchised Channels of Distribution," Journal of Business Venturing, 14, 35-67.

Achrol, Ravi S. and Gregory T. Gundlach (1999), "Legal and Social Safeguards Against Opportunism in Exchange," Journal of Retailing, 75 (1), 107-124.

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Cannon, Joseph P., Gregory T. Gundlach and Narakesari Narayandas (1998), "The Nature of Trust and its Impact on Relationship Management Activities: An Approach to Effective Customer-Supplier Partnering," NAMA Journal, 34(4), 10-11, 21-23.

Wilkie, William L., Carl F. Mela, and Gregory T. Gundlach (1998), "Does 'Bait and Switch' Really Benefit Consumers?," Marketing Science, 17, No. 3, 273-282.

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Gundlach, Gregory T. and Paul N. Bloom (1998), "Slotting Allowances and the Retail Sale of Alcohol Beverages," Journal of Public Policy & Marketing, 17 (2), 173-184.

Gundlach, Gregory T. (1996), "Exchange Relationships and the Efficiency Interests of the Law," Journal of Public Policy & Marketing, 15 (2), 185-202.

Guiltinan, Joseph P. and Gregory T. Gundlach (1996), "Aggressive and Predatory Pricing: A Framework for Analysis," Journal of Marketing, 60 (3), 87-102.

Gundlach, Gregory T. (1995), "Price Predation: Legal Limits and Antitrust Considerations," Journal of Public Policy & Marketing, 14 (November), 278-289.

Gundlach, Gregory T., Ravi S. Achrol and John T. Mentzer (1995), "The Structure of Commitment in Exchange," Journal of Marketing, 59 (January), 78-92.

Gundlach, Gregory T. (1994), "Exchange Governance: The Role of Legal and Nonlegal Approaches Across the Exchange Process" Journal of Public Policy & Marketing, 13 (November), 246-258.

Gundlach, Gregory T. and Ernest R. Cadotte (1994), "Exchange Interdependence and Interfirm Interaction: Research in a Simulated Channel Setting," Journal of Marketing Research, 31 (Fall), 516-532.

Mohr, Jakki J., Gregory T. Gundlach and Robert Spekman (1994), "Legal Ramifications of Strategic Alliances; Legal Ambiguity Muddies the Waters for Collaborative Ventures," Marketing Management, 3 (2), 38-46.

Gundlach, Gregory T. and Patrick E. Murphy (1993), "Ethical and Legal Foundations of Relational Marketing Exchanges," Journal of Marketing, 57 (October), 35-46.

Gundlach, Gregory T. and Ravi S. Achrol (1993), "Governance in Exchange: Contract Law and Its Alternatives," Journal of Public Policy & Marketing, 12 (November), 141-155.

Gundlach, Gregory T. and Paul N. Bloom (1993), "The Essential Facility Doctrine: Legal Limits and Antitrust Considerations," Journal of Public Policy & Marketing, 12 (November), 156-169.

Gundlach, Gregory T. and Jakki J. Mohr (1992), "Collaborative Relationships: Legal Limits and Antitrust Considerations," Journal of Public Policy & Marketing, 11 (November), 101-114.

Gundlach, Gregory T., Ann R. Root and Patrick E. Murphy (1991), "Corporate Political Action: The Erosion of the Political Speech Doctrine," Journal of Business Research, 24 (June), 331-346.

Gundlach, Gregory T. (1990), "Predatory Practices in Competitive Interaction: Legal Limits and Antitrust Considerations," Journal of Public Policy & Marketing, 9, 129-153.

Publications in Books

Gundlach, Gregory T. and Rachel Paul (2019), "Resale Price Maintenance after *Leegin*: Marketing Literatures for Future Research," in Handbook of Research on Distribution Channels, Charles A. Engene, James R. Brown and Rajiv P. Dant, editors, Elgar Publishing, 424-438.

Gundlach, Gregory T. and Joan M. Phillips (2015), “Brands and Brand Management: Insights from Marketing for Antitrust,” in Brands, Competition Law and Intellectual Property, Deven R. Desai, Ioannis Lianos and Spencer Weber Waller Editors, Cambridge University Press, July, 113-127.

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Funded Research Projects and Proposals

"Resale Price Maintenance and Internet Retailing," (2009) Funded by the American Antitrust Institute.

"Trust in Longer-term Exchange Relationships," (1996) with Joseph Cannon and Das Naranyandas, funded by the National Account Management Association.

"The Role of Slotting Fees in the Evolution of Channel Relationships," (1996) with Paul Bloom and Joseph Cannon, funded by the Marketing Science Institute.

Research Grants

Mendoza College of Business and College of Business, University of Notre Dame, 1997-2003.

National Account Management Association, 1996.

Center for Research in Business, Ford Motor Company, 1996.

Marketing Science Institute, 1996.

Center for Research in Business, Ford Motor Company, 1990 - 1995.

Jesse Jones Database Fund, 1989.

Center for Research in Business, Ford Motor Company, 1988 - 1989.

LEADERSHIP AND RESPONSIBILITIES

Association Leadership

Director, American Antitrust Institute, 2012-present

Vice President of Marketing, Executive Committee, Academic Council, American Marketing Association, 2000-2002.

Director, At large, Marketing and Society, AMA Special Interest Group, 2000-2003.

Past Chair, Marketing and Society, AMA Special Interest Group, 1998.

Chair, Marketing and Society, AMA Special Interest Group, 1997.

Chair Elect, Marketing and Society, AMA Special Interest Group, 1996.

Fellowships

Senior Research Fellow, American Antitrust Institute, 2005-present

Advisory Board

Advisory Board, Antitrust Bulletin, 2005 to present.

Board member, American Antitrust Institute, 2000-present.

Advisory Board, 1998 AMA Doctoral Special Interest Group.

Editorships

Editor, Gundlach, Gregory T., Lauren G. Block and William L. Wilkie (2007), Explorations of Marketing in Society, Mason, OH: Thomson (in collaboration with the American Marketing Association).

Editor, Bloom, Paul N. and Gregory T. Gundlach (2001), Handbook of Marketing and Society, Los Angeles, CA: SAGE

Editor (with Patrick E. Murphy) (2000), Significant Marketing Contributions, AMA Summer Educators' Conference Proceedings, Chicago, IL: AMA.

Editor (with William L. Wilkie, and Patrick E. Murphy), (1999), Marketing and Public Policy Conference Proceedings, Chicago, IL: AMA

Associate Editor (2001-2005), Journal of Public Policy & Marketing,.

Legal Developments Editor (1998-2001), Journal of Public Policy & Marketing.

Book Review Editor (1995-1998), Journal of Public Policy & Marketing.

Guest Editor

Guest Editor (with Diana Moss) (2017), "Non-Price Effects of Mergers," Special Issue of the Antitrust Bulletin, forthcoming

Guest Editor (with Diana Moss) (2016), "Entrepreneurship and Antitrust," Special Issue of the Antitrust Bulletin, forthcoming

Guest Editor (2015), "Tribute to American Antitrust Institute President Albert Foer" Special Issue of the Antitrust Bulletin, 60 (2).

Guest Editor (with Diana Moss & Albert Foer) (2015), "Antitrust as a Multidisciplinary Field," Special Issue of the Antitrust Bulletin, 59 (4).

Guest Editor (with Albert Foer) (2013), "Antitrust Challenges of Multichannel Distribution and Shopper Marketing," Special Issue of the Antitrust Bulletin, 58 (1).

Guest Editor (with Diana Moss and Albert Foer (2011), "Systems Competition and Challenges to Antitrust Thinking," Special Issue of the Antitrust Bulletin, Antitrust Bulletin 56 (1).

Guest Editor (2010), "Antitrust Analysis of Resale Price Maintenance After *Leegin* (part II)," Special Issue of the Antitrust Bulletin, 55 (2).

Guest Editor (2010), "Antitrust Analysis of Resale Price Maintenance After *Leegin* (part I)," Special Issue of the Antitrust Bulletin, 55 (1).

Guest Editor (with John Mentzer) (2010), "Exploring the Relationship Between Marketing and Supply Chain Management," Special Issue of the Journal of the Academy of Marketing Science, 38 (1).

Guest Editor (with Albert Foer) (2008), Antitrust Bulletin, “American Antitrust Institute’s Symposium on Buyer Power,” 53 (2).

Guest Editor (with Albert Foer) (2007), Antitrust Bulletin, Special Issue on “The Future of Aftermarkets in Systems Competition,” 52 (1).

Guest Editor , Gundlach, Gregory T. and John T. Mentzer (2007), “Special Issue on Marketing and Supply Chain Management,” Journal of the Academy of Marketing Science, forthcoming

Guest Editor (2007), “Special Section on The American Marketing Association’s New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society,” Journal of Public Policy & Marketing, 26 (3).

Guest Editor (with Albert Foer) (2006), Antitrust Bulletin, Special Issue on “Complexity, Networks and the Modernization of Antitrust,” 51 (spring)

Guest Editor (with Albert Foer) (2004), Antitrust Bulletin, Special Issue on “Combining Horizontal and Vertical Analysis in Antitrust: The American Antitrust Institute’s Roundtable on the Implications of the Work of Robert L. Steiner,” XLIX (4), Winter.

Guest Editor, (2002), Journal of Public Policy & Marketing, Special Section on “Bringing Marketing Insight to Bear on Antitrust Policy and Competitive Conduct,” 21 (2), Chicago, IL: AMA .

Guest Editor, (2001) Journal of Public Policy & Marketing, Special Issue on “Competition Policy and Antitrust,” 20 (1), Chicago, IL: AMA.

Editorial Board

Journal of Marketing, 1997-2005. 2008-2010.

Journal of Public Policy & Marketing, 1992-2005, 2006-present

Journal of Retailing, 1994-present.

Journal of the Academy of Marketing Science, 1996-present.

Journal of Macromarketing, 2003-present.

Journal of Business Research 2000.

Advances in Business Marketing and Purchasing, 1992.

Book Review, Journal of Public Policy & Marketing, 1992-1995.

Journal Reviewer

Sloan Management Review

American Management Review

Journal of Marketing Research

International Journal of Research in Marketing

International Business Review

Journal of Marketing

Journal of Marketing/Marketing Science Institute “Special Issue” (1998)

Journal of the Academy of Marketing Science

Journal of Marketing Channels

Journal of Business Research

Journal of Personal Selling and Sales Management

Journal of Teaching in International Business

Conference Chair and Co-Chair

2014 American Antitrust Institute’s Symposium: Efficiency and Antitrust, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

2013 Responsible Procurement, Buyer Power & Firearm Violence. Invitational Symposium hosted by UNF Coggin College of Business and the Educational Fund to Stop Gun Violence, November 22, 2013.

2013 Responsible Procurement, Buyer Power & Firearm Violence. Invitational Symposium hosted by UNF Coggin College of Business and the Educational Fund to Stop Gun Violence, November 22, 2013.

2013 American Antitrust Institute's Symposium: Antitrust as an Interdisciplinary Field, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

2012 American Antitrust Institute's Symposium: Strategic Pricing: Challenges for Antitrust Enforcement, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

2011 American Antitrust Institute's Symposium: Antitrust Challenges of Multichannel Distribution in the Age of the Internet, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

2010 American Antitrust Institute's Symposium on Prediction in Antitrust, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

2009 American Antitrust Institute's Symposium on Systems Competition, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

2007 American Antitrust Institute's Symposium on Buyer Power, with Albert Foer, American Antitrust Institute, National Press Club, Washington D. C.

Interdisciplinary Roundtable on Firearms Diversion and Trafficking, (2006), with Stephen Teret and Josh Horwitz, John Hopkins School of Public Health, Baltimore, MD.

2006 American Antitrust Institute's Symposium on Aftermarkets, Systems and Antitrust (2006), with Albert Foer, American Antitrust Institute, National Press Club, Washington, D.C.

2005 American Antitrust Institute's Invitational Roundtable on Complexity, Networks and the Modernization of Antitrust (2005), with Albert Foer, American Antitrust Institute, National Press Club, Washington, D.C.

2004 American Antitrust Institute's Roundtable on Combining Horizontal and Vertical Analysis in Antitrust: Implications of the Work of Robert L. Steiner, with Albert Foer, American Antitrust Institute and the Journal of Public Policy & Marketing, National Press Club, Washington, D.C.

2003 American Antitrust Institute's Roundtable on Antitrust and Category Captains (2003), with Albert Foer, American Antitrust Institute, National Press Club, Washington, D.C.

2002 American Antitrust Institute's Workshop and Conference on Marketing Competitive Conduct and Antitrust Policy (2002), American Antitrust Institute and Journal of Public Policy & Marketing, University of Notre Dame, Notre Dame, IN.

2000 AMA Summer Marketing Educators' Conference, with Patrick E. Murphy, Chicago, IL.

1999 Marketing and Public Policy Conference, with William L. Wilkie and Patrick E. Murphy, Notre Dame, IN.

Conference Committee Chair

Marketing and Public Policy Committee, 2001-2003

Conference Committee

Marketing and Public Policy Conference, 1999-2005.

Conference Program Committee

2011 Marketing and Public Policy Conference

2010 Marketing and Public Policy Conference

2009 Marketing and Public Policy Conference,

2008 Marketing and Public Policy Conference,

2007 Marketing and Public Policy Conference,

2006 Marketing and Public Policy Conference, Washington, D.C.

2005 Marketing and Public Policy Conference, Washington, D.C.

2004 Marketing and Public Policy Conference, Salt Lake City, UT.

2003 Marketing and Public Policy Conference, Washington, D.C.

1998 Marketing and Public Policy Conference, Washington, D.C.

1997 Marketing and Public Policy Conference, Boston, MA.

1996 Marketing and Public Policy Conference, Washington, D.C.

1995 Marketing and Public Policy Conference, Atlanta, GA.

1994 Marketing and Public Policy Conference, Washington D.C.

Conference Track Chair

2011 AMA Summer Educators Conference, Interorganizational Issues, San Francisco, CA.

2007 AMA Summer Educators' Conference, Career Session Track (Plenary), Washington, DC.

2007 AMA Winter Marketing Educators' Conference, Special Session, San Diego, CA

2004 AMA Winter Marketing Educators' Conference, "Marketing and Society," Scottsdale, AZ.

2000 Relationship Marketing Conference, "Channel Partnering, Supply-Chain Management and Business Networks," June, Atlanta.

1999 AMA Winter Marketing Educators' Conference, "Ethical and Societal Issues in Customer Relationships," St. Petersburg, FL.

1997 AMA Summer Marketing Educators' Conference, "Marketing Channel Relationships," Chicago, IL.

1997 AMA Winter Marketing Educators' Conference, "Marketing and Society," St. Petersburg, FL.

1996 Relationship Marketing Conference, "Channel Relationships," Atlanta, GA.

1995 Academy of Marketing Science Conference, "Macromarketing and Public Policy," Orlando, FL.

1994 AMA Summer Marketing Educators' Conference, "Public Policy," with William L. Wilkie, August 6-9, San Francisco, CA.

Conference Special Session Organizer

"Business Perspective on Efficiency," 2014 American Antitrust Institute's Symposium: Antitrust and Efficiency, with Albert Foer and Diana Moss, American Antitrust Institute,

National Press Club, Washington D.C.

“Marketing and Antitrust,” 2013 American Antitrust Institute’s Symposium: Antitrust as an Interdisciplinary Field, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

“Forensic Research in Marketing,” 2011 AMS Annual Conference, Coral Gables, FL.

“Multi-channel Research: Insights for Resale Price Maintenance,” 2010 AMA Summer Educators Conference.

“Resale Price Maintenance after *Leegin*: Update, Insight and Directions for Research , 2009 AMA Marketing & Public Policy Conference, Washington DC.

“Resale Price Maintenance: The Supreme Court’s Decision in *Leegin* and Its Implications for Marketing Scholarship and Practice, 2008 AMA Marketing & Public Policy Conference, Philadelphia PA.

“The American Marketing Association’s New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society,” 2007 AMA Summer Educators’ Conference (Plenary Session), Washington D.C.

“Forensic Research in Marketing,” 2007 AMA Summer Educators’ Conference, Washington D.C.

“Forensic Practice in Marketing,” 2007 AMA Summer Educators’ Conference, Washington D.C.

“The American Marketing Association’s New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society,” 2006 AMA Winter Educators’ Conference, St. Petersburg, FL.

“Explorations of Marketing in Society: Perspectives and a New Educational Resource, 2006 AMA Winter Educators’ Conference, St. Petersburg, FL.

“The American Marketing Association’s New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society, 2005 AMA Marketing and Public Policy Conference, Washington D.C

“Toward an Understanding of the Competitive and Antitrust Implications of Category Captains in Category Management,” 2003 AMA Marketing and Public Policy Conference, Washington, D.C.

“Slotting Allowances and Fees: Current Policy Perspectives and Research Directions,” 2000 Public Policy & Marketing Conference, Washington, D.C.

“Slotting Allowances: Past and Future,” 1996 Public Policy & Marketing Conference, Washington, D.C.

“Relationship Marketing: Academic Perspectives,” Plenary Session, 1995 Academy of Marketing Science Conference, Orlando, FL.

“Governance in Exchange: Public Policy Implications of Research in Marketing,” 1993 AMA Marketing and Public Policy Conference, East Lansing, MI.

“On the Use of Simulations in Marketing Education: Experiences From the Field,” 1992 AMA Summer Marketing Educators’ Conference, Chicago, IL.

“Relational Exchange Research in Marketing,” 1991 Academy of Marketing Science Conference, Miami, FL.

Conference Session Chair

“Business Perspective on Efficiency,” 2014 American Antitrust Institute’s Symposium: Antitrust and Efficiency, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

“Marketing and Antitrust,” 2013 American Antitrust Institute’s Symposium: Antitrust as an Interdisciplinary Field, with Albert Foer and Diana Moss, American Antitrust Institute, National Press Club, Washington D.C.

“Forensic Research in Marketing,” 2011 AMS Annual Conference, Coral Gables, FL.

“Multi-channel Research: Insights for Resale Price Maintenance,” 2010 AMA Summer Educators Conference, Boston MA.

“Consumers Consuming Less,” 2010 AMA Marketing & Public Policy Conference, Denver, CO.

“Resale Price Maintenance after *Leegin*: Update, Insight and Directions for Research , 2009 AMA Marketing & Public Policy Conference, Washington DC.

“Resale Price Maintenance: The Supreme Court’s Decision in *Leegin* and Its Implications for Marketing Scholarship and Practice, 2008 AMA Marketing & Public Policy Conference, Philadelphia PA.

“Legal Issues: Descriptive and Proscriptive Perspectives,” 2008 Winter Marketing Educators' Conference: Marketing the Organization and Its Products and Services, Austin, Texas, February 15-18, 2008.

“Emerging Policy Issues,” 2007 Marketing and Public Policy Conference, Washington D.C.

“Aftermarkets,” 2006 American Antitrust Institute's Conference: “The Intellectual Property (IP) Grab: The Struggle Between Intellectual Property Rights and Antitrust,” Washington DC.

“The American Marketing Association's New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society,” 2006 AMA Winter Educators' Conference, St. Petersburg, FL.

Explorations of Marketing in Society: Perspectives and a New Educational Resource, 2006 AMA Winter Educators' Conference, St. Petersburg, FL.

“Perspectives on the Application of Complexity Science to Competition and Business Strategy,” 2005 American Antitrust Institute's Invitational Roundtable on Complexity, Networks and the Modernization of Antitrust, Washington, D.C.

“Perspectives on the Application of Complexity Science to Business Management and Marketing Strategy,” 2005 American Antitrust Institute's Invitational Roundtable on Complexity, Networks and the Modernization of Antitrust, Washington, D.C.

“Translations: Implications of Complexity Science for Competition Policy and Antitrust,” 2005 American Antitrust Institute's Invitational Roundtable on Complexity, Networks and the Modernization of Antitrust, Washington, D.C.

Sessions, 2004 American Antitrust Institute's Roundtable on Combining Horizontal and Vertical Analysis in Antitrust: Implications of the Work of Robert L. Steiner, Washington, D.C.

“Category Management and Captains,” 2003 American Antitrust Institute's Roundtable on Antitrust and Category Captains, Washington, D.C.

“Antitrust Developments,” 2003 American Antitrust Institute's Roundtable on Antitrust and Category Captains, Washington, D.C.

“Antitrust Guidelines and Roundtable Discussion,” 2003 American Antitrust Institute's Roundtable on Antitrust and Category Captains, Washington, D.C.

“Marketing Strategy,” 2004 AMA Marketing and Public Policy Conference, Salt Lake City, Utah.

“Legal Issues in Marketing: Mergers, Intellectual Marketing and Privacy,” 2004 AMA Winter Marketing Educators’ Conference, Scottsdale, AZ.

“Moderating and Mediating Effects in Interorganizational Research,” 2003 AMA Winter Marketing Educators’ Conference, Orlando, FL.

“Identifying Opportunities for Research in Marketing on Other Business Disciplines on Antitrust/Charting a Course for Future Research in Marketing and Other Business Disciplines on Antitrust,” Workshop and Conference on Marketing Competitive Conduct and Antitrust Policy (2002), University of Notre Dame, Notre Dame, IN.

“Stakeholder Views on the Role of Marketing and Other Business Disciplines in Antitrust,” Workshop and Conference on Marketing Competitive Conduct and Antitrust Policy (2002), University of Notre Dame, Notre Dame, IN.

“Perspectives on Antitrust From Law, Economics, Marketing and Strategic Management,” Workshop and Conference on Marketing Competitive Conduct and Antitrust Policy (2002), University of Notre Dame, Notre Dame, IN.

“A Primer on Antitrust,” Workshop and Conference on Marketing Competitive Conduct and Antitrust Policy (2002), University of Notre Dame, Notre Dame, IN.

“Strategies for Managing Effective Channel Relationships,” 2001 AMA Winter Educators’ Conference, Scottsdale, AZ.

“Legal and Regulatory Issues in Marketing,” 2001 AMA Winter Educators’ Conference, Scottsdale, AZ.

“Internet Marketing: Promoting Possibilities and Preventing Pitfalls,” 1999 AMA Summer Educators’ Conference, San Francisco.

“Channel Conflict: Contemporary and Broadened Perspectives,” 1999 AMA Summer Educators’ Conference, San Francisco.

“Project Updates on Two Significant Issues in Marketing and Society,” 1999 AMA Winter Educators’ Conference, St. Petersburg, FL.

“The Use of Simulation in Marketing Education,” 1998 AMA Summer Educators’ Conference, Boston, MA.

“Governance of Market Channel Relationships,” 1997 AMA Special Conference on Relationship Marketing, Dublin, Ireland.

“Slotting Allowances: Past and Future,” 1996 Public Policy & Marketing Conference, Washington, D.C.

“The Effects of Friendship, Market Orientation and Selling Strategies on Relational Performance,” 1996 AMA Summer Educator’s Conference, San Diego, CA.

“Relationship Marketing: Academic Perspectives,” 1995 Academy of Marketing Science, Orlando, FL.

“On the Use of Simulations in Marketing Education: Experiences From the Field,” 1992 AMA Summer Marketing Educators’ Conference, Chicago, IL.

“Economic Analysis of Franchising Strategy,” 1992 Society of Franchising, Palm Springs, CA.

“Relational Exchange Research in Marketing,” 1991 Academy of Marketing Science Conference, Miami, FL.

“Using Computers in Marketing Curriculum I,” 1991 AMA Microcomputers in Marketing Education Conference, New Orleans, LA.

“Current Franchising Research Findings, Needs and Prospects,” 1991 AMA Winter Marketing Educators’ Conference, Orlando, FL.

“Market Channels Management,” 1991 Academy of Marketing Science Conference, Miami, FL.

Conference Session Discussant and Session Discussion Leader

Gundlach, Gregory T. (2011), Looking Back, Looking Forward: The Pros and Cons of Using Simulations for Interorganizational Marketing Research, 2011 AMA Winter Educators’ Conference.

Aftermarkets, 2006 American Antitrust Institute’s Conference: “The Intellectual Property (IP) Grab: The Struggle Between Intellectual Property Rights and Antitrust,” June 21, 2006 in Washington DC.

Issues in Regulatory Policy and Practice, 2006 AMA Marketing & Public Policy Conference

Perspectives on Competition and Social Welfare, 2006 AMA Winter Educators' Conference, St. Petersburg, FL.

Legal, Regulatory, and Societal Implications of Marketing Initiatives and Practices, 2005 AMA Summer Educators Conference, San Francisco, CA

Roundtable Discussion, 2005 American Antitrust Institute's Invitational Roundtable on Complexity, Networks and the Modernization of Antitrust, Washington, D.C.

Trust, Loyalty, and Interfirm Governance, 2005 Academy of Marketing Science, Tampa, FL.

Roundtable Discussion, 2004 American Antitrust Institute's Roundtable on Combining Horizontal and Vertical Analysis in Antitrust: Implications of the Work of Robert L. Steiner, Washington, D.C.

Roundtable Discussion, 2003 American Antitrust Institute's Roundtable on Antitrust and Category Captains, Washington, D.C.

Using the Consumer Information Processing Paradigm in Public Policy Research, 2002 Marketing and Public Policy Conference.

"The Language of Law and the Language of Business," 2001 Midwest Antitrust Colloquium, Chicago, IL.

"Strategies for Managing Effective Channel Relationships," 2001 AMA Marketing Educators' Conference, Scottsdale, AZ.

"Economics of Retailer's Price Setting," 2000 Conference on the American Consumer and the Changing Structure of the Food System, Economic Research Services, U.S. Department of Agriculture, Washington DC.

"Building and Testing Relationships Between Sellers and Buyers," 1998 AMA Summer Educators' Conference, Boston, MA.

"Relationship Governance in Industrial Markets," 1997 AMA Special Conference, Dublin, Ireland.

"Antitrust Issues," 1996 Marketing and Public Policy Conference, Washington, D.C.

"Strategic Alliances," 1995 AMA Summer Marketing Educators' Conference, Washington, D.C.

"Coalitions and Alliances," 1995 Marketing and Public Policy Conference, Atlanta, GA.

“Legal Liability and Marketing,” 1995 AMA Winter Marketing Educators’ Conference, La Jolla, CA.

“Long-term Buyer-Supplier Relationships,” 1994 Relationship Marketing Conference, Atlanta, GA.

“Marketing Channel Relationships,” 1994 Academy of Marketing Science Conference, Nashville, TN.

“Social Implications From Business Practices,” 1994 AMA Winter Marketing Educators’ Conference, St. Petersburg, FL.

“New Frameworks for Understanding Franchising,” 1993 Society of Franchising, San Francisco, CA.

“Session” 1992 Academy of Marketing Science Conference, San Diego, CA.

“Economic Analysis of Franchising Strategy,” 1992 Society of Franchising Conference, Palm Springs, CA.

“Trust and Cooperative Behavior in Channels,” 1991 AMA Summer Educators’ Conference, San Diego, CA.

“Using Computers in Marketing Curriculum I,” 1991 AMA Microcomputers in Marketing Education Conference, New Orleans, LA.

“Student Papers,” 1991 Decision Science Institute (Western), Lihue, Kauai, HI.

Conference Reviewer

2015 AMA Marketing and Public Policy Conference

2015 Academy of Marketing Science Annual Conference

2015 AMA Summer Marketing Educators’ Conference

2015 AMA Winter Marketing Educators’ Conference

2014 AMA Marketing and Public Policy Conference

2014 Academy of Marketing Science Annual Conference

2014 AMA Summer Marketing Educators’ Conference

2014 AMA Winter Marketing Educators' Conference

2013 AMA Marketing and Public Policy Conference

2013 Academy of Marketing Science Annual Conference

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2013 AMA Winter Marketing Educators' Conference

2012 AMA Marketing and Public Policy Conference

2012 Academy of Marketing Science Annual Conference

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2012 AMA Winter Marketing Educators' Conference

2011 AMA Marketing and Public Policy Conference

2011 Academy of Marketing Science Annual Conference

2011 AMA Summer Marketing Educators' Conference

2011 AMA Winter Marketing Educators' Conference

2010 AMA Marketing and Public Policy Conference

2010 Academy of Marketing Science Annual Conference

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2010 AMA Winter Marketing Educators' Conference

2009 AMA Winter Marketing Educators' Conference

2009 AMA Marketing and Public Policy Conference

2009 Academy of Marketing Science Annual Conference

2009 AMA Summer Marketing Educators' Conference

2009 AMA Winter Marketing Educators' Conference

2008 AMA Marketing and Public Policy Conference

2008 Academy of Marketing Science Annual Conference

2008 AMA Summer Marketing Educators' Conference

2008 AMA Winter Marketing Educators' Conference

2007 AMA Winter Marketing Educators' Conference

2007 Academy of Marketing Science Annual Conference

2007 AMA Summer Marketing Educators' Conference

2007 AMA Marketing and Public Policy Conference

2006 AMA Marketing and Public Policy Conference

2006 Academy of Marketing Science Annual Conference

2006 AMA Summer Marketing Educators' Conference

2006 AMA Marketing and Public Policy Conference

2005 Academy of Marketing Science Annual Conference

2005 AMA Summer Marketing Educators' Conference

2005 AMA Marketing and Public Policy Conference

2005 AMA Winter Marketing Educators' Conference

2004 Academy of Marketing Science Annual Conference

2004 AMA Summer Marketing Educators' Conference

2004 AMA Marketing and Public Policy Conference

2004 AMA Winter Marketing Educators' Conference

2003 AMA Summer Marketing Educators' Conference

2003 AMA Marketing and Public Policy Conference

2003 AMA Winter Marketing Educators' Conference

2002 AMA Summer Educators' Conference

2002 Marketing and Public Policy Conference

2002 Academy of Marketing Science Annual Conference

2002 AMA Winter Marketing Educators' Conference

2001 AMA Summer Educators' Conference

2001 Academy of Marketing Science Annual Conference

2001 Marketing and Public Policy Conference

2001 AMA Winter Marketing Educators' Conference

2000 AMA Summer Marketing Educators' Conference, Chicago, IL.

2000 AMA Winter Marketing Educators' Conference, San Antonio, TX.

2000 Academy of Marketing Science Annual Conference and Faculty Consortium, Montreal, Canada.

2000 Marketing and Public Policy Conference, Washington, D.C.

1999 Academy of Marketing Science Annual Conference and Faculty Consortium, Coral Gables, FL.

1999 John A. Howard AMA Doctoral Dissertation Competition.

1999 AMA Summer Educators' Conference, San Francisco, CA.

1998 AMA Winter Marketing Educators' Conference, Austin, TX.

1997 Macromarketing Conference, Norway.

1997 AMA Summer Marketing Educators Conference, Chicago IL.

1997 Southern Marketing Association Conference.

1997 Society of Franchising Conference, Honolulu, HI.

1997 Relationship Marketing Conference, Dublin, Ireland.

1997 Marketing and Public Policy Conference, Boston, MA.

1996 Marketing and Public Policy Conference, Washington, D.C.

1996 Academy of Marketing Science Conference, Phoenix, AZ.

1996 AMA Winter Marketing Educators' Conference, Hilton Head Island, SC.

1995 AMA Research Conference on Ethics and Social Responsibility in Marketing, Long Island, NY.

1995 Marketing and Public Policy Conference, Atlanta, GA.

1995 AMA Summer Marketing Educators' Conference, Washington, D.C.

1995 AMA Winter Marketing Educators' Conference, La Jolla, CA.

1994 AMA Summer Marketing Educators' Conference, San Francisco, CA.

1994 AMA Winter Marketing Educators' Conference, St. Petersburg, FL.

1994 Marketing and Public Policy Conference, Washington, D.C.

1994 Society of Franchising Conference, Las Vegas, NV

1994 Relationship Marketing Conference, Atlanta, GA.

1993 Southern Marketing Association Conference, Atlanta, GA.

1993 AMA Summer Marketing Educators' Conference, Boston, MA.

1993 Marketing and Public Policy Conference, East Lansing, MI.

1993 Society of Franchising Conference, San Francisco, CA.

1993 AMA Winter Marketing Educators' Conference, Newport Beach, CA.

1992 Southern Marketing Association Conference, Atlanta, GA.

1992 Academy of Marketing Science Conference, San Diego, CA.

1992 Society of Franchising Conference, Palm Springs, CA.

1992 AMA International Collegiate Conference, New Orleans, LA.

1992 Marketing and Public Policy Conference, Washington D.C.

1992 Academy of Marketing Science, Dissertation competition.

1991 AMA Summer Marketing Educators' Conference, San Diego, CA.

1991 Southern Marketing Association Conference, Orlando, FL.

1991 AMA Microcomputers in Marketing Education Conference, New Orleans, LA.

1991 Academy of Marketing Science Conference, Miami, FL.

“Marketing and Public Policy: Issues for the 1990’s,” 1990 American Marketing Association Workshop, Washington D.C.

Textbook/Software Reviewer

(1998) Services Marketing, McGraw Hill.

(1995) Franchising: Contemporary Issues and Research, Haworth Press, Inc.

(1994) Marketing Mistakes, John Wiley & Sons, Inc.

(1993) Strategic Market Management, John Wiley & Sons, Inc.

(1991) The Market Place, Irwin, Homewood, IL.

Miscellaneous Service

Contributor, (1991) Great Ideas for Teaching Marketing, South-Western Publishing Co.

Project Advisor, (1990) The Sports Management Institute, The Universities of Southern California, Notre Dame and North Carolina.

PROFESSIONAL CONSULTATIONS

Legislative and Regulatory Agency Testimony

Gundlach, Gregory T. (2009), Resale Price Maintenance After Leegin: Topics and Questions for Research, FTC Hearings on Resale Price Maintenance: Empirical Evidence on the Effects of Resale Price Maintenance, Oral and Written Testimony before the Federal Trade Commission, May 20, 2009.

Gundlach, Gregory T. (2005), “Competitive Implications of Slotting Allowances and Fees: Implications for Senate Bill 582: Retailers Disclosures,” Oral and written testimony before Hearing of the California State Senate Standing Committee on Business, Professions and Economic Development, April 25, 2005.

Gundlach, Gregory T. (2005), “Slotting Fees – Fees Charged by Grocery Retailers for Shelf Space: Are They Stifling Competition? Oral and written testimony before Hearing of the California State Senate Standing Committee on Business, Professions and Economic Development, February 9, 2005.

Gundlach, Gregory T. (2000), “Slotting Allowances and Fees: Research Status, Emerging Insights and Future Directions.” Oral and written testimony before the United States Senate, Committee on Small Business, Hearing on “Slotting Fees: Are Family Farmers Battling to Stay on the Farm and in the Grocery Store.”

Gundlach, Gregory T. (2000), “Managerial Views of Slotting Allowances and Fees,” Federal Trade Commission. Workshop on Slotting Allowance and Fees.

Gundlach, Gregory T. (1999), “Slotting: Fair for Small Business & Consumers?” Oral and written testimony before the United States Senate, Committee on Small Business. Hearing on “Slotting: Fair for Small Business & Consumers?”

Gundlach, Gregory T. (1994), “The Nature and Probable Effect of Slotting Allowance Practices in the Retail Sale of Alcohol Beverages,” written comment to proposed rulemaking, Federal Alcohol Administration Act on Tied-House, Exclusive Outlets, Commercial Bribery, and Consignment Sale, Bureau of Alcohol, Tobacco and Firearms, Department of Treasury, U.S. Government.

Legislative and Regulatory Agency Testimony (other roles)

Co-developed testimony for Tod Cohen, Vice President and Deputy General Counsel, Government Relations, EBay for Hearing before the United States Senate, Committee on the Judiciary, Subcommittee on Antitrust, competition Policy and Consumer Rights, “The Discount Pricing Consumer Protection Act: Do We Need to Restore the Ban on Vertical Price Fixing?,” May 19, 2009.

Co-developed testimony for Tod Cohen, Vice President and Deputy General Counsel, Government Relations, EBay for Hearing before 111th Congress, Subcommittee on Courts and Competition Policy of the House Committee on the Judiciary, “Bye Bye Bargains? Retail Price Fixing, the Leegin Decision, and its Impact on Consumer Prices,” April 28, 2009.

Litigation/Arbitration Consultation

Carolina Beverage et al. v. FIJI Water Company. Case No. 19STCV32342, Superior Court of the State of California, County of Los Angeles, Central District. (deposition and trial)

Ms. Kristen Walker-Probst, Esquire
Mr. Ronal David, Esquire
Womble Bond Dickenson
6400 Spectrum Center Drive, Suite 1700
Irvine, California, 92618

In re: Great Atlantic and Pacific Tea Company v. Pepsico, Inc.; Bottling Group, LLC (d/b/a Pepsi Beverages Company). Case No. 15-23007 (RDD), United States Bankruptcy Court Southern District of New York.

Mr. David Crapo, Esquire
Gibbons P.C.
One Gateway Center
Newark, New Jersey 07102

JBHA, Inc. v. South of Tenth Business Center Unit Owners Association et al. Case No. 1-14-CV-267850, Superior Court of the State of California, County of Santa Clara, Unlimited Jurisdiction. (deposition)

Mr. Jerome Bellotti, Esquire
Hartsayker, Stratman, Williams-Abrego
1 Almaden Blvd., Suite 400
San Jose, CA 95113

In re Contact Lens Litigation, Case No. 3:15-md-2626-J-20JRK, United States District Court, Middle District of Florida, Jacksonville Division (expert report)

Mr. Christopher L. Lebsock, Esquire
Hausfeld, LLP
600 Montgomery Street, Suite 3200
San Francisco, CA 94111

ProFoot, Inc. V. Bayer Healthcare, LLC, Civil Action No.: 11-7079 (AET)(LHG), United States District Court, District of New Jersey (expert reports and deposition)

Mr. Jason Spiro, Esquire
Spiro Harrison, LLC
830 Morris Turnpike, 2nd Floor
Short Hills, NJ 07078

Tracy rifle and Pistol LLC v. Kamala D. Harris, Attorney General of California, 2:14-cv-02626-TLN-KJN (TEMP), U.S. District Court for the Eastern District of California (expert report and deposition).

Mr. Nelson R. Richards, Esquire
Deputy Attorney General
2250 Mariposa Mall, Room 5090
Fresno, CA 93721

Dazbog Coffee Franchising LLC v. Genessee A. Finnegan and Javagen, LLC, before the American Arbitration Association, Case Number: 77 114 00003 14, Arbitrator: Sandra I. Rothenberg (expert report, deposition and testimony).

Mr. Harold R. Bruno, III, Esquire
Robinson Waters & O'Dorisio, P.C.
1099 18th Street, Suite 2600
Denver, CO 80202

Brenda Hicks v. Walgreen Co., Circuit Court of the 17th Judicial Circuit, Broward County, Florida (expert report).

Mr. Christopher I. Pezon, Esquire
Steinger, Iscoe, Greene & McAfee, P.A.
2400 East Commercial Blvd.
Suite 900
Fort Lauderdale, Florida 33308

Amanda M. Mann; Mann's Roofing and Waterproofing, LLC Fraud Investigation (December 19, 2012) (expert report).

Mr. Mark Barnett, Esquire
Fallgatter, Farmand & Catlin, P.A.
200 East Forsyth St.
Jacksonville, FL 32202

Kraft Foods Global, Inc. v. Starbucks. Arbitration before JAMS, Arbitration No.

1340008345 (expert report, depositions and testimony).

Mr. Aaron Panner, Esquire
Kellogg, Huber, Hansen, Todd, Evans & Figel, PLLC
1615 M Street, N.W., Suite 400
Washington DC 20036

In Re: Online DVD Rental Antitrust Litigation. Master File No. 4:09-md-2029 PJH,
MDL No. 2029, U.S. District Court, Northern District of California, Oakland Division
(expert reports and depositions)

Mr. Robert Abrams, Esquire
Howrey, LLP
1299 Pennsylvania Ave, NW
Washington DC 20004-2402

Mr. Paul Alexander, Esquire
Howrey, LLP
1950 University Avenue, 4th Floor
San Francisco, CA 94303

Mr. Peter Barille, Esquire
Howrey, LLP
1299 Pennsylvania Ave, NW
Washington DC 20004-2402

Jonathan M. Jagher, Esq.
Spector Roseman Kodroff & Willis, P.C.
1818 Market Street, Suite 2500
Philadelphia, PA 19103

Mr. Matthew W. Ruan
Berman DeValerio
Once California Street, Suite 900
San Francisco, CA 94111

Leegin Creative Leather Products, Inc. v. PSKS, Inc. DBA Kay's Klostet...Kay's Shoes,
No. 06-480, U.S. Supreme Court, Morris, Laing, Evans, Brock & Kennedy, Wichita, KS.
Ken Petersen, Robert Coykendall and Will Wohlford (expert report, deposition).*

Mr. Ken M. Peterson, Esquire
Morris, Laing, Evans, Brock & Kennedy
300 North Mead, Suite 200
Wichita, Kansas 67202-2722

316.262.6226

Robert W. Coykendall, Esquire
Morris, Laing, Evans, Brock & Kennedy
300 North Mead, Suite 200
Wichita, Kansas 67202-2722
316.262.6226

Mr. Will Wohlford, Esquire
Morris, Laing, Evans, Brock & Kennedy
300 North Mead, Suite 200
Wichita, Kansas 67202-2722
316.262.6226

SDMS vs. Siemens Medical Solutions Case No. CV2005-051908, Superior Court of Arizona, Maricopa County, Gammage & Burnham, Phoenix, AZ., James Craft (declaration).*

Mr. James A. Craft, Esquire
Gammage & Burnham LLP
Two North Central, 18th Floor
Phoenix, Arizona 85004
602.256.0566

Nancy Spahr and Barbara Treadway v. Leegin Creative Leather Products, Inc., Case no. 2:07-cv-187, United States District Court, Eastern District of Tennessee at Greenville, Ball & Scott, Knoxville, TN., Gordon Ball, (expert report).*

Mr. Gordon Ball, Esquire
Ball & Scott
550 Main Avenue, Suite 750
Knoxville, TN 37902
866.429.6706

Layman v. Pioneer Hi-Bred International, Inc., Case No. 2004-399-II, Circuit Court for Sevier County, Tennessee. Ball & Scott, Knoxville, TN., Gordon Ball (expert report).*

Mr. Gordon Ball, Esquire
Ball & Scott
550 Main Avenue, Suite 750
Knoxville, TN 37902
866.429.6706

Gerald T. Raines v. Pharmacia Corporation, Circuit Court for Cocke County, Tennessee

at Newport, Ball & Scott, Knoxville, TN., Gordon Ball (expert report).*

Mr. Gordon Ball, Esquire
Ball & Scott
550 Main Avenue, Suite 750
Knoxville, TN 37902
866.429.6706

Hall v. Leegin Creative Leather Products, Inc., Case No. 04CV 1668, Eighteenth Judicial District, District Court, Sedgwick County, Kansas Civil Department Morris, Laing, Evans, Brock & Kennedy, Robert W. Coykendall, Ken Peterson, Will Wohlford and Nix Paterson & Roach, Neil Smith (expert report and deposition).

Robert W. Coykendall, Esquire
Morris, Laing, Evans, Brock & Kennedy
300 North Mead, Suite 200
Wichita, Kansas 67202-2722
316.262.6226

Mr. Ken M. Peterson, Esquire
Morris, Laing, Evans, Brock & Kennedy
300 North Mead, Suite 200
Wichita, Kansas 67202-2722
316.262.6226

Mr. Will Wohlford, Esquire
Morris, Laing, Evans, Brock & Kennedy
300 North Mead, Suite 200
Wichita, Kansas 67202-2722
316.262.6226

Mr. D. Neil Smith, Esquire
Nix Patterson & Roach, LLP
205 Linda Drive
Daingerfield, TX 75638
903.645.5389

PMH Research Associates, LLC and Circulosure, LLC v. Life Extension Foundation Buyers club, Inc., Case No. 32 147 Y 00638 04, American Arbitration Association, Wiggan and Nourie, P.A., Richard B. McNamara (expert report).*

Mr. Richard B. McNamara, Esquire
670 N. Commerical Street, Suite 305
P.O. Box 808

Manchester, NH 03105-0808
603.623.2211

NAACP v. Accusport et al, U.S. District Court, Eastern District of New York, Richards, Watson & Gershon, Sayre Weaver, Coalition to Stop Gun Violence/Educational Fund to Stop Gun Violence Joshua Horowitz, and Elisa Barnes (expert report, deposition and trial testimony).*

Ms. Sayre Weaver, Esquire
Richards, Watson & Gershon
1 Civic Center Circle,
P. O. Box 1059
Brea, California
714.990.0901

Mr. Joshua Horowitz, Esquire
Coalition to Stop Gun Violence/Educational Fund to Stop Gun Violence
1424 L Street NW, Suite 2-1
Washington, DC 20005
202.408.0061

Ms. Elisa Barnes, Esquire
305 N. Broadway
New York, NY 10013
212.693.2330

El Aguila Food Products, Inc. et al. v. Gruma Corporation, et al. (Civil Action No. G-01-434), U.S. District Court, Southern District of Texas, Galveston District (2002), Eastham, Watson, Dale & Forney, Houston, Texas (Thomas Stanley) (expert report, deposition and trial testimony).*

Mr. Thomas M. Stanley, Esquire
Eastham, Watson, Dale & Forney, LLP
The Niels Esperson Building
808 Travis - Twentieth Floor
Houston, TX 77002-5679
713.225.0905

People et al. v. Arcadia Machine & Tool (and other defendants), San Francisco and Los Angeles Superior Courts (2002), Brady Center Against Gun Violence, Brian Siebel and Daniel Vice, Lieff, Cabraser, Heimann & Bernstein, Robert Nelson (disclosure, declaration and deposition).*

Mr. Brian J. Siebel, Esquire

Brady Center Against Gun Violence
Legal Action Project
1250 Eye Street, NW, Suite 802, Washington, DC 20005
202.289.7319

Mr. Daniel R. Vice, Esquire
Brady Center Against Gun Violence
Legal Action Project
1250 Eye Street, NW, Suite 802, Washington, DC 20005
202.289.7319

Mr. Robert Nelson, Esquire
Lieff, Cabraser, Heimann & Bernstein
275 Battery Street, 30th Floor
San Francisco, CA 94111-9333
415.956.1008

U.S. v. Philip Morris Inc. et al., (Civil Action No. 99-CV-02496), U.S. District Court, District of Columbia (2002), Kirkland and Ellis, Ken Bass (expert report and deposition).*

Mr. Kenneth Bass, Esquire
Kirkland and Ellis
655 15th Street N. W.
Washington, DC 20005-5793
202.879.5014

American Phytotherapy Research Laboratory and Basic Research, LLC v. National Physique Concepts, Inc. dba Performance Biomedical Laboratory, (and other defendants), U.S. District Court, District of Utah (2001), Pate, Pierce & Baird, Salt Lake City, UT (declarations).*

Mr. A. John Pate, Esquire
Pate, Pierce & Baird
175 South Main Street, Suite 1250
Salt Lake City, UT 84111
801.530.0330

City of Boston v. Smith & Wesson et al. (Civil Action No. 99-2590C), Superior Court Department of the Trial Court, Commonwealth of Massachusetts (2001), disclosure and declaration, Brady Center Against Gun Violence, Washington DC, Brian Siebel and Daniel Vice and Lieff, Cabraser, Heimann & Bernstein, San Francisco, CA., Robert Nelson (disclosure and declaration)*

Mr. Brian J. Siebel, Esquire

Brady Center Against Gun Violence
Legal Action Project
1250 Eye Street, NW, Suite 802, Washington, DC 20005
202.289.7319

Mr. Daniel R. Vice, Esquire
Brady Center Against Gun Violence
Legal Action Project
1250 Eye Street, NW, Suite 802, Washington, DC 20005
202.289.7319

Mr. Robert Nelson, Esquire
Lieff, Cabraser, Heimann & Bernstein
275 Battery Street, 30th Floor
San Francisco, CA 94111-9333
415.956.1008

R.J. Reynolds v. Phillip Morris (Civil Action No. 1:99CV00232), U.S. District Court, Middle District of North Carolina, (2000-2001), Cravath, Swaine and Moore, New York, NY. Ron Rolfe (expert report and depositions)*

Mr. Ronald S. Rolfe, Esquire
Cravath, Swaine and Moore
Worldwide Plaza, 825 Eighth Ave
New York, NY 10019-7475
212.474.1714

Brown and Williamson Tobacco Corp. and BWT Direct v. George E. Patalli, et al. (Civil Action No. 7750 (LAP)) U.S. District Court for the Southern District of New York (2000-2001) expert report and depositions, Covington and Burling, Washington D.C. Laurence Silverman (expert report and deposition)*

Mr. Laurence A. Silverman, Esquire
Covington & Burling
1330 Avenue of the Americas
New York, NY 10019
212.841.1092

Conwood Company, L.P., Conwood Sales Company, L.P. v. United States Tobacco Company, United States Tobacco Sales and Marketing Company Inc., United States Tobacco Manufacturing Company Inc. and UST, Inc. (Civil Action No. 5:98 CV-108R) United States District Court for the Western District of Kentucky at Paducah (1999-2000), expert reports, depositions and trial testimony, Kellogg, Huber, Hansen, Todd & Evans,

Washington, D.C. Michael Guzman and Mark Hansen (expert reports, depositions and trial testimony) *

Mr. Michael J. Guzman, Esquire
Kellogg, Huber, Hansen, Todd, Evans & Figel
Sumner Square
1615 M. Street, N.W.
Suite 400
202.326.7910

Mr. Steven F. Benz, Esquire
Kellogg, Huber, Hansen, Todd, Evans & Figel
Sumner Square
1615 M. Street, N.W.
Suite 400
202.326.7929

Mr. Mark C. Hansen, Esquire
Kellogg, Huber, Hansen, Todd, Evans & Figel
Sumner Square
1615 M. Street, N.W.
Suite 400
202.326.7904

Caliber Learning Systems v. Macmillan Publishing (1999), Bose, McKinney & Evans L.L.P. Indianapolis, IN. Robert Clemens (expert report and deposition testimony).*

Mr. Robert Clemens, Esquire
Bose, McKinney & Evans LLP
2700 First Indiana Plaza
135 North Pennsylvania Street
Indianapolis, IN 46204
317.684.5163

Subhash Patel, dba C. Kay's Hallmark Shop, and Hira's Pharmacy v. Hallmark Marketing (Case No. 95-534625-CZ), (1995), Ray, Shecter, Mirer and Vocht, Detroit, MI., Lynn Shecter (deposition testimony).*

Ms. Lynn Shecter
Roy, Shecter, Mirer & Vocht P.C.
1400 Woodward Ave., Suite 205
Bloomfield Hills, MI 48304-3972
248.540.7660

* indicates testimony under protective order or non disclosure agreement

Legislative and Regulatory Agency Consultation (nontestifying)

U.S. Senate, Committee on Small Business (1999-2002). Counsel to the Committee's Task Force investigating the effects of slotting fees and category management on small business.

U.S. Federal Trade Commission (2000-2001). Counsel to the FTC's Task Force investigating the effects of slotting fees and category management on competition.

U.S. Department of Agriculture (2000-2001). Counsel to the Economic Research Service Task Force studying the nature of slotting fee practices in the perishable products industry.

U.S. General Accounting Office (2001). Counsel to investigatory group studying slotting fees.

U.S. Senate, Judiciary Committee, Subcommittee on Antitrust (2000). Counsel to staff investigation of the competitive effects of slotting fees.

Litigation Consultation (nontestifying role)

AT&T Mobility v. The Phone Card Warehouse. Case No.: 6:08-CV-1909-ORL-18GJKU.S. District Court, Middle District of Florida, Orlando Division.

Mr. Aaron Panner, Esquire
Kellogg, Huber, Hansen, Todd, Evans & Figel, PLLC
1615 M Street, N.W., Suite 400
Washington DC 20036

Insignia Systems, Inc. and State of Minnesota, by its Attorney General Lori Swanson v. News America Marketing In-Store, Inc. and Albertson's, Inc., Case no 0:04cv-04213 (JRT-AJB), United States District Court, District of Minnesota, Kelley Drye & Warren LLP, Richard Donovan.

Mr. Richard Donovan, Esquire
Kelley Drye & Warren
101 Park Avenue
New York, NY 10178
212.808.7756

Leegin Creative Leather Products, Inc. v. PSKS, Inc. DBA Kay's Kloset...Kay's Shoes, No. 06-480, U.S. Supreme Court, Morris, Laing, Evans, Brock & Kennedy, Robert W. Coykendall.

Mr. Robert W. Coykendall
Morris, Laing, Evans, Brock & Kennedy
300 North Mead, Suite 200
Wichita, Kansas 67202-2722
316.262.6226

Ileto v. Glock, Kiesel, Boucher & Larson LLP, Beverly Hills, CA, Raymond P. Boucher.

Mr. Raymond P. Boucher, Esquire
8648 Wilshire Boulevard
Beverly Hills, CA 90211-2910
310.854.4444

Johnson, et al. v. Bushmaster Firearms, Inc, et al. Luvera Law Firm, Seattle WA, Andrew Hoyal.

Mr. Andrew Hoyal
Colombia Center
701 5th Ave Suite 6700
Seattle, WA 98104
206.467.6090

In re: FTC Weight Loss Advertising Workshop, Stephin Nagin

Mr. Stephin Nagin
Nagin, Gallop, & Figueredo.
18001 Old Cutler Road, Ste. 556
Miami, FL 33157-6416
305.854.5353

In re: Carnival Cruise Line, Princess P&O and Royal Caribbean, (2002) Patton Boggs, Washington, DC. Garret Rasmussen.

Mr. Garret Rasmussen, Esquire
2550 M Street, NW
Washington, DC 20037
202.457.6055

In re: General Mills and Pillsbury, (2001) Federal Trade Commission, Washington DC.

Mr. M. Sean Royall
Federal Trade Commission
Washington, DC
202.326.3663

Mr. William R. Vigdor
Federal Trade Commission
Washington, DC
202.326.3663

In re: Nestle, Inc. and Ralston Purina, (2001) Patton Boggs, Washington, DC. Garret Rasmussen.

Mr. Garret Rasmussen, Esquire
2550 M Street, NW
Washington, DC 20037
202.457.6055

FTC v. H.J. Heinz Company et al. (2000) (Civil Action No. 1:00CU01688) U.S. District Court, District of Columbia, Federal Trade Commission.

Other Consultations

Ebay, Inc.

Briggs & Stratton

Hill's Pet Products, Inc., Kansas City, Kansas

Kinko's, Inc., Knoxville, Tennessee

TEACHING

Courses Taught

Principles of Marketing (all levels)

Relationship Marketing (all levels)

Strategic Marketing Management (all levels)

Public Policy and Marketing (competition policy) (undergraduates)

Business Consulting (graduate)

Guest Lecturer and Faculty

2011 AMA Marketing and Public Policy Doctoral Consortium, Faculty

2006 SMA Doctoral Consortium, Faculty

2005 AMA Doctoral Student Special Interest Group, Faculty

2004 Society for Marketing Advances Doctoral Consortium, Southern Marketing Association, Tampa, Florida.

University of Tennessee, Doctoral Program, 2004.

2003 AMA Doctoral Consortium, Faculty.

University of Notre Dame Executive MBA program - Strategic Marketing (2002).

University of Notre Dame Executive Programs - Strategic Marketing Management Program (Bayer, Inc.) (1997-present).

Sinto Program for Understanding American Business and Society Programs for Japanese Managers, Notre Dame (1998-2000).

The Notre Dame Council on International Business Development - Exchange School Summer Program (1995-2000).

University of Notre Dame Executive Programs - Strategic Marketing Management Program (Allied Signal, Inc.) (1995).

University of Cincinnati, Doctoral Lecture, 1992.

University of Notre Dame Executive Programs - Strategic Marketing Management Program (International Food Manufacturers Association, Quaker Oats Co.) (1991-1994) .

University of Notre Dame Executive Programs - Marketing Territory Managers Program (International Food Manufacturers Association) (1991-1994) .

SERVICES

University and College

Chief Negotiator, UFF-UNF (2018-2022)

Presidential Professor Committee (Selection committee 2014 to 2020)

Assistant Vice President for Research (Search committee 2012-13)

Organizer, Sharing Scholarship Series (2002 – 2013)

College Strategic planning committee 2010-2016

College Continuous Improvement Committee 2019-2021

College Bylaws Committee (2008-2011, 2022)

College Graduate Curriculum Committee (2008-2011)

Department Curriculum Committee (2008-2013)

Department Promotion and Tenure Committee (annually)

Department of Marketing and Logistics Retreat Facilitator 2008, 2009

MBA Advisory Committee (2008-)

Departmental Chair, (2006-2007)

Ex Officio member, Marketing Search Committee (2005-2007)

College Committee on Research (2001-2003).

College Committee on Information Technology (2001-2003).

University Committee on the Washington Program (2001-2003).

College Council (2000-2003).

Director, Notre Dame Australia International Program (1997).

Faculty Senate (1994-1997) University of Notre Dame, Notre Dame, Indiana.

College Steering Committee on Diversity (1995-1997).

College Steering Committee on Information Technology (1992-1997).

College Committee on New Building Dedication (1994)

College Advisory Committee on New Building (1994)

Departmental Committee on Appointments and Promotions (1994-2017).

Assistant Volunteer Track and Field Coach (1987-present)

HONORS

Publication Recognition and Awards

American Marketing Association's Retail & Pricing Special Interest Group, 2022 Best Retail and Pricing Paper Award, Gundlach, Gregory T. and Riley T. Krotz (2020, "Resale Price Maintenance: Implications of Marketing Trends for the Colgate Doctrine and the Leegin Factors," *Journal of Public Policy & Marketing*, 39(1) 48-61. <https://journals.sagepub.com/doi/full/10.1177/0743915618821315>

2012 Finalist for *Journal of Public Policy & Marketing*, Thomas C. Kinnear Article Award, Gundlach, Gregory T., William L. Wilkie and Kevin D. Bradford (2010), "Countermarketing and Demarketing Against Product Diversion: Forensic Research in the Gun Industry," *Journal of Public Policy & Marketing*, 29 (1), 103-122.

Recognized as "Top 50 Scholars in Marketing," Helm, Amanda E., David Hunt and Mark B. Houston (2003), "Citation Frequency of Research Published in the Top Three Marketing Journals: Ranking of The Impact of Articles, Scholars and Institutions," American Marketing Association, Chicago, IL.

Recognized as "Most Prolific Contributors to the *Journal of Public Policy & Marketing* over its 20 Year History," Sprott, David E., and Anthony D. Miyazaki (2002), "Two Decades of Contributions to Marketing and Public Policy: An Analysis of Research Published in *Journal of Public Policy & Marketing*," *Journal of Public Policy & Marketing*, 21 (1), 105-125.

2002 Finalist for Journal of Public Policy & Marketing, Thomas C. Kinnear Article Award, Gundlach, Gregory T. and Paul N. Bloom, "Slotting Allowances and the Retail Sale of Alcohol Beverages," Journal of Public Policy & Marketing.

1997 Citation of Excellence, Highest Quality Rating, ANBAR Electronic Intelligence. Guiltinan, Joseph P. and Gregory T. Gundlach (1996), "Aggressive and Predatory Pricing: A Framework for Analysis," Journal of Marketing, 60 (3), 87-102.

1997 Finalist for Fifth Annual 1993-1995 Journal of Public Policy & Marketing "Best" article award. Gundlach, Gregory T. and Ravi S. Achrol (1993), "Governance in Exchange: Contract Law and Its Alternatives," Journal of Public Policy & Marketing, 12 (November), 141-155.

1996 Finalist for Fourth Annual 1992-1994 Journal of Public Policy & Marketing "Best" article award. Gundlach, Gregory T. (1994), "Exchange Governance: The Role of Legal and Nonlegal Approaches," Journal of Public Policy & Marketing, 13 (November), 246-258.

1995 Finalist for Third Annual 1991-1993 Journal of Public Policy & Marketing "Best" article award. Gundlach, Gregory T. and Ravi S. Achrol (1993), "Governance in Exchange: Contract Law and Its Alternatives," Journal of Public Policy & Marketing, 12 (November), 141-155.

Other Awards

2001 Kaneb Teaching Award, University of Notre Dame

1986 AMA Doctoral Consortium Fellow, Department of Marketing,
University of Tennessee.

1986 Walter Melville Bonham Dissertation Fellow, College of Business
Administration, University of Tennessee.

1986 AMA Teaching Recognition Award, Tennessee Chapter.

1983 - College of Business Fellow, College of Business Administration, University of
1986 Tennessee.

1982 H. Lockett Scholarship, College of Law, University of Tennessee.

1981 L. Henley Award for Outstanding Scholarship and Athletic Achievement,
University of Tennessee.

AFFILIATIONS

American Marketing Association

American Antitrust Institute

Academy of Marketing Science

REFERENCES

Furnished upon request.

Exhibit 2

Potential Safeguards Against Diversion

Marketing Channel Management Framework	Gun Shows	Straw Purchases and Multiple Sales	Theft	Nonstore and Nonstocking Dealers	Unlicensed Sellers, Scofflaws, and Unscrupulous or Corrupt FFLs
Data and Information Systems • Data • Information Systems	Background checks for all gun show sales	Mandatory record keeping of purchases sufficient to monitor multiple sales	Mandatory inventory tracking plan, including electronic recording of information	Access to information about the nature of premise, location, hours of operation, and merchandising configurations	Access to distributor and dealer licenses and permits
	Maintenance and access to information concerning gun show sales	Access to information about multiple sales	Access to information about inventory tracking procedures and operations	Photographs of distributor and dealer premises	Maintenance and access to information about the nature of hiring practices, qualifications, and training for employees
			Mandatory reporting procedures for shortages and lost or stolen firearms		Mandatory retention/reporting of BATF trace requests
Relationship Management • Selection • Management • Modification/termination	Require all firearms transactions at gun shows to go through FFLs	Training on the identification and deterrence of straw man purchase and multiple purchase scenarios	Require distributors and dealers to have inventory management and security plan	Require distributors and dealers to have firearms as their primary business	Certification of compliance with state and local law and licensing provisions
	Strict control of firearms at gun shows including inventory and display	Restrictions on multiple sales (e.g., limiting purchases to one per month per buyer)	Restricted access to firearms and background checks of employees	Require dealers to maintain a retail place of business	Verification of FFL status before firearm transfer
	Monitoring and compliance inspections	Monitoring and compliance inspection	Guidelines and training on inventory management and safe storage	Minimum product line and inventory levels for distributors and dealers	Background check on all employees
			Mandatory liability insurance	Monitoring and compliance inspections	Mandatory training on laws and regulations
			Monitoring and compliance inspections	Monitoring and compliance inspections	Monitoring and compliance inspections
			Use of secure carriers and no discerning shipment labels		Termination of distributors and dealers who violate the law or fail to comply with safeguard requirements

Potential Safeguards Against Diversion (Continued)

Marketing Channel Management Framework	Gun Shows	Straw Purchases and Multiple Sales	Theft	Nonstore and Nonstocking Dealers	Unlicensed Sellers, Schofflaws, and Unscrupulous or Corrupt FFLs
Structure • Channel length • Channel width • Number and type of channels	No sales to distributors and dealers who sell at gun shows	Reduce the number of intermediaries overall	Reduce the number of intermediaries overall	No sales to distributors and dealers who do not operate from a commercial premise	No sales to people with known criminal indictments or high levels of crime guns
		Sales only through direct channels	Sales only through direct channels	Sales to only stocking dealers	Sales through direct channels
		Sales only through exclusive and selective channels	Sales only through exclusive and selective channels	No sales to Internet Dealers	Take on role of intermediary
					No dealer-to-dealer transfers
Governance • Corporate • Contractual • Administered	Authorized distributors and dealers	Authorized distributors and dealers	Authorized distributors and dealers	Authorized distributors and dealers	Corporate-owned distributors and dealers
	Distributor agreements	Distributor agreements	Distributor agreements	Distributor agreements	Distributor agreements
	Code of conduct for distributors and dealers	Code of conduct for distributors and dealers	Code of conduct for distributors and dealers	Code of conduct for distributors and dealers	Code of conduct for distributors and dealers

*As the potential safeguards for these two columns are equivalent, they have been continued here